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| **First:**  **The 5 W’s** | Who: Receptive & Wholesale Operators from the United States  What: IITA 2025 Summit  When: 2/10-2/13/2025  Where: Salt Lake City  Why: Opportunity to showcase the Greater FTL region to the Leisure Receptive and Wholesale Operators in the United States |
| **Fantastic Five Takeaway #1** | 1. The Opportunity to meet & Network with Receptive and wholesale operators in the US, most that know our region and are always looking for new Hotels, attractions and restaurants. |
| **Fantastic Five Takeaway #2** | 1. 22 appointments were held during the show. Highlights of appointments: See USA is looking for Pre and Post itinerary’s (Will work with him on this) Tour Mappers looking for new locations, 4 Star properties. Tours Limited and Discover Destinations (India Receptive Operators) India is UP and driving to FTL. |
| **Fantastic Five Takeaway #3** | 1. IPW 2026 is a big hit among the receptive operators, Brand USA, SYTA, and other locations/ DMO's that were present. They are looking forward to showcasing our region after they attend IPW. Most attendees that mentioned IPW 26 stated that they were going to come in early or stay after the show to enjoy the region as a tourist. |
| **Fantastic Five Takeaway #4** | 1. Michael Martin, Global Marketing, International Relations for TIA/ IPW during his IPW 25 presentation for Chicago, mentioned they will have a Cruise Line Pavilion for all Cruise related Suppliers and services to get ready for a bigger “Splash” when in Fort Lauderdale in 2026. Another great opportunity for our region and this segment |
| **Fantastic Five Takeaway #5** | 1. Industry and Market Updates. Fort Lauderdale in top 10 emerging markets for International inbound. Our top emerging markets into the US are India 16%, Egypt 14%, S Arabia 13%, UA Emirates 12% & S Africa 12% 23-24 YOY. Regarding Canada, many discussions about tourism into 25 and will it slow down, dip ETC based on political climate. New reporting should show any change later this month for the first time, whether negative or positive. |

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